

SPRING-FORD AREA SCHOOL DISTRICT  
**COMMUNITY RELATIONS COMMITTEE MEETING**  
**Tuesday, January 4, 2022**  
6:30 p.m. in District Office Conference Room

**DISTRICT MISSION STATEMENT**

Spring-Ford Area School District strives to be educationally relevant, focused on achievement and growth, and have a priority on people so that students are fully prepared to positively contribute to their society.

**COMMUNICATIONS, MARKETING, AND MEDIA DEPARTMENT VISION STATEMENT**

The Communications, Marketing and Media department provides a link between internal and external stakeholders by conveying Spring-Ford's goals, vision and mission. The department plays a critical role in informing and engaging the public through media relations, emergency and crisis communication, parent and community events, web communications, television and web production, and print publications.

**CALL TO ORDER**

**ANNOUNCEMENTS**

**I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY**

**II. MINUTES** - approved

**III. ONGOING BUSINESS**

- A. Communications Department Update
  - 1. Ms. Crew provided a Communications Department Update. [Click here](#) to view the full presentation.
- B. Trademarking Spring-Ford Logo(s)
  - 1. Based on information available through a CCIU Communications Audit, Ms. Crew recommended we table trademarking discussion until after the audit is complete.

**IV. NEW BUSINESS**

- A. Communications Audit (CCIU)
  - 1. Ms. Crew shared a proposal from the Chester County Intermediate Unit (CCIU) Communications Division to conduct a communication audit. The committee discussed the proposal and asked Ms. Crew to gather more information from the CCIU before the next meeting in March.
- B. Spring-Ford Booster Club Ram Project
  - 1. Informational Only: The Spring-Ford Booster Club is pleased to coordinate a new community project to unify and beautify the area encompassing the Spring-Ford Area School District with the sale of large-scale ram statues. While this update was informational only, the committee asked that the Booster Club hold off on publicizing information until after additional meetings.
- C. PenSPRA Submissions
  - 1. Each year, the Pennsylvania School Public Relations Association (PenSPRA) provides an opportunity for school district communication professionals to be recognized in the annual Excellence in Education Communications Contest. Ms. Crew and Mr. Rothermel will again submit SFASD publications and will share updates later this year.

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: March 2022**

**VII. BOARD COMMENT**

- A. Committee members discussed their desire to bring Zoom capability back to committee meetings in 2022. Mrs. Zasowski asked Mr. Rothermel if this would be possible with minimal support from his team. Mr. Rothermel indicated that we have the technology available to hold meetings in the District Office and utilize Zoom with no additional support from his team. Mrs. Zasowski ask that this be voted on for approval at the Board Meeting.

**VIII. PUBLIC TO BE HEARD**

- A. Community member, Mr. Frey, asked about how best to communicate with Board Members outside of public school board meetings. A short discussion followed. Mr. Frey also asked about an upcoming board presentation by the EDI Committee. A short discussion followed.

**IX. ADJOURNMENT**